



SYLLABUS STRUCTURE

1 Number and Name of Module

M05 – Commercialization – spin-off

2 Description of Module

There are many ways to commercialise a research result. The establishment of a spin-off company is one of them. The concept of spin-off is mostly associated with universities or other research institutions that carry out research and development. Spin-offs are established for the purpose of transferring the results of their research into the market. Although the decision to commercialise such research results through the establishment of a spin-off depends on the capabilities of an individual university or research institution.

Spin-offs are simply businesses (in most cases spin-offs are businesses, though they can have other legal forms) that use the research results of universities for the purpose of their commercialisation. However, this mechanism is more often used in cases, where the successful commercialisation of a research result is not certain and where it provides a possibility of involving an inventor or researcher in the commercialisation process.

The aim of the module is to introduce to students types of spin-off, the life cycle of start-up companies and spin-offs, risk and advantage of this way of commercialization, describing the Death Valley Curve.

The course include the practical task – prepare business plan for successful spin-off and the best practice of spin -off will be presented.

3 Course Goals and Outcomes

- Show how we can create products from our research results with the aim of getting people interested.
- Learn the most important methodologies that can be applied in order to reach the population and sell them the product.
- Learn the process that must be followed in order to create a spin-off company.
- Learn how a spin-off company should be handled in order to make it profitable and eligible to evolve into a bigger company.

4 Time Allocation per Module

4 hours



5 Target Group

Researchers, Ph.D. students, Master students

6 Teaching Methods

The frontal method of teaching by lecturing with the help of Trainer's presentation shall be used. This shall be supported by providing Study materials to participants. Emphasis shall be placed on Group discussions.

In case of Online teaching, the use of computer (or similar device) is mandatory.

7 Teaching Forms

On-site / Online

8 Teaching/Training Competences and Experience for Lector

Lector should have practical teaching skills and should be able to engage with the module subject and its participants as well.

Lector should have knowledge in the field of technology transfer and should have a practical personal experience with technology transfer, with focus on R&D institution, be familiar with spin-off, start-up (at least 3 years).

The lector should have advanced knowledge on marketing and, if possible, it should have had run a spin-off of some sort in the past. This way, he/she can transmit his/her personal experience to the students along with the subject agenda.



9 Knowledge and Skills Obtaining by this Module

As a results of this module, participants will be able:

- describe the types of spin-off
- to design and build a marketing and business plan for a real case research and following spin-off
- understand Death Valley Curve and risk of spin-off

10 Required Text and Study Materials

Module syllabus structure;

Study material;

Trainer's presentation;

11 Recommended Literature

Fernández Villarino. (2008). Guía práctica para la creación de empresas “spin off” universitarias. Universidad de Huelva.

Tubke. (2004). Success factors of corporate spin-offs. Kluwer Academic Publishers. <https://doi.org/10.1007/b106639>

Huynh. (2013). Creation process of research-based spin-offs: an empirical analysis. Universidad de Granada.

Sherlekar, & Gordon, E. (2010). Marketing management (Rev. ed.). Himalaya Pub. House.

Luther. (2011). The marketing plan how to prepare and implement it (4th ed.). AMACOM.

Cariola. (2003). Marketing plan para emprendedores . Geka..

12 Testing Set - Evaluation/Grading Criteria

The course will be evaluated by asking the students to design and build a marketing plan for a real case research. They also will establish the steps that need to be follow in order to design a spin off associated to that research. Students will submit a report containing all this information. This report will decide the final grade of the student in the course. For successful passing it is need to obtain a minimum of 70 % points.



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